

*Together we prosper*

## Integration Strategy 2010-2015

### PURPOSE

The Peterborough Partnership Council on Immigrant Integration (PPCII) believes that immigrant integration is essential for long-term social, cultural, economic and environmental prosperity in the Peterborough region.

Comprised of over 50 local organizations and individual community members, the Council exists to promote, advance and support immigrant integration in the Peterborough community.

The overall goal of the PPCII is to develop and implement a five-year Immigrant Integration Strategy for the Peterborough community that will:

- Improve access to and coordination of immigrant integration services
- Improve labour market outcomes for immigrants
- Strengthen local awareness and capacity to successfully integrate and retain immigrants



### PROCESS

To achieve this goal, the PPCII

- conducted research on immigrant integration best practices in other communities
- undertook focus group sessions with immigrants and service providers in the Peterborough community; and
- implemented a community wide consultation on immigration issues.

The PPCII Integration Strategy was developed from the information created through this process. The Integration Strategy identified community-wide objectives which need to be met in order to improve immigrant integration in the City and County of Peterborough.

In the strategy these objectives have been categorized both according to the community sector where the objectives are most likely to be met and to themes representing broad changes which need to take place within the community to improve immigrant integration.

This organization of the objectives allows the flexibility needed for implementation of the strategy to occur both within and across sectors of the community. This will allow for the efficient implementation of the strategy.

### THEMES

The four sectors of the Peterborough community which have an important role in furthering immigrant integration are:

- ❖ Economic Development
- ❖ Health, Social Services and Voluntary
- ❖ Housing and Transportation
- ❖ Education

The themes of the strategy are:


- *Capacity building* to improve existing capabilities, competencies and readiness and put in place those that do not yet exist
- *Access to services* in terms of availability of service, quality of service, method of service delivery, and its frequency and affordability
- *Opportunities for participation* and engagement ranging from paid employment to volunteering at and /or attending events, joining clubs or after hour activities for children, etc
- *Research and Development* for efficiency and to ensure equity
- *Attraction and retention* strategies for immigrants to contribute to the long term diverse economic, social, and quality of life of all citizens in the region

### OBJECTIVES

The objectives of the integration strategy will be met by carrying out a series of proposed actions identified through the research and community consultation process.

Community participation is essential to implementing these proposed actions. For further information on the list of proposed actions and to become involved in implementing them, contact the PPCII at [info@ppcii.ca](mailto:info@ppcii.ca).

# PPCII Integration Strategy OBJECTIVES

		SECTOR				
		Economic Development	Health, Social Services and Voluntary	Housing and Transportation	Education	
THEME	Capacity Building	Develop resources, initiatives and partnerships that support employers in attracting, retaining and integrating immigrants in the workplace	Build the capacity and scope of settlement and social services	Develop a civic diversity strategy reflecting changing community demographics to provide more culturally competent service delivery	Develop partnerships to expand the range of local English as a Second Language (ESL) services and resources	
	Access to Services	Assist immigrants in locating and accessing employment and entrepreneurial resources.	Connect immigrants to appropriate services	Increase the availability and accessibility of housing through partnerships, education and training	Improve access to local ESL services for all ages and abilities	
	Opportunities for Participation	Strategically promote opportunities for immigrants to participate fully in the local economy	Involve immigrants in the social, cultural, and political life of the Peterborough community	Involve immigrants in discussions regarding availability of and access to housing and transportation	Create more training opportunities for immigrants	
	Attraction and Retention	Advocate for prioritization of immigrant attraction in regional growth plans	Strategically promote Peterborough to new immigrants as a place to live, study and work	Improve the immigrant 'friendliness' of government and social service programs and workplace policies	Identify the barriers faced by immigrants in accessing housing and transportation and determine how to address them	Provide opportunities for the Peterborough community to learn how to become more welcoming and inclusive
Research and Development	Engage in ongoing research on trends and opportunities in the region to support local market planning and economic development	Research barriers to immigrant integration, including discrimination and public policy and determine how to address them	Conduct research on income and housing to identify gaps in the availability of affordable and accessible housing	Collect information necessary to improve community educational initiatives		

**WE NEED YOU!** Meeting the objectives of the Integration Strategy will require the Peterborough community to take action. For further information on the list of proposed actions to be taken to achieve the objectives of the strategy and to become involved in implementing them contact the Peterborough Partnership Council on Immigrant Integration at [info@ppcii.ca](mailto:info@ppcii.ca) or visit our website at <http://ppcii.ca/about-us/integration-strategy>.

The PPCII Integration Strategy was facilitated by Jeanmarie Heriba and Dr. Alan Law.